

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

<u>Contract / Revision</u> 810985 /		<u>Alt Order #</u> 06288084
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 08/21/12 - 08/30/12		<u>Estimate #</u> 1639
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 08/23/12 / 08/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WOIO	08/21/12	08/24/12	Let's Make A Deal	10-11a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	- TWTF - -				4	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	08/21/12-08/27/12	Let's Make A Deal	10-11a	- TuWThF - - -	:30		\$500.00	NM		
				Credited								
	3	WOIO	08/21/12-08/27/12	Let's Make A Deal	10-11a	- TuWThF - - -	:30		\$500.00	NM		
				Credited								
2	WOIO	08/21/12	08/24/12	Action News at 11p	11-1135p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	- TWTF - -				4	\$1,000.00			
3	WOIO	08/21/12	08/24/12	Price is Right	11a-12p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	- TWTF - -				4	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	08/21/12-08/27/12	Price is Right	11a-12p	- TuWThF - - -	:30		\$525.00	NM		
				Credited								
	3	WOIO	08/21/12-08/27/12	Price is Right	11a-12p	- TuWThF - - -	:30		\$525.00	NM		
				Credited								
	4	WOIO	08/21/12-08/27/12	Price is Right	11a-12p	- TuWThF - - -	:30		\$525.00	NM		
				Credited								
	5	WOIO	08/21/12-08/27/12	Price is Right	11a-12p	- TuWThF - - -	:30		\$525.00	NM		
				Credited								
4	WOIO	08/21/12	08/24/12	CBS Soaps	1230-2p		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	- TWTF - -				4	\$600.00			
5	WOIO	08/21/12	08/24/12	Action News at Noon	12-1230p		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	- TWTF - -				4	\$475.00			
6	WOIO	08/21/12	08/27/12	The Talk	2-3p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF - -				2	\$450.00			
7	WOIO	08/21/12	08/27/12	Anderson	3-4p		:30			NM	2	\$500.00

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<u>Contract / Revision</u> 810985 /		<u>Alt Order #</u> 06288084
<u>Contract Dates</u> 08/21/12 - 08/30/12	<u>Product</u> SENATE MAJORITY PAC	<u>Estimate #</u> 1639
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				2	\$250.00			
8	WOIO	08/21/12	08/27/12	Action News at 4p	4-5p		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				2	\$650.00			
9	WOIO	08/21/12	08/27/12	Action News at 6p	6-630p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				3	\$700.00			
10	WOIO	08/21/12	08/27/12	The Insider	7-730p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				1	\$500.00			
11	WOIO	08/21/12	08/27/12	Inside Edition	730-8p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	MTWTF--				2	\$500.00			
E 12	WOIO	08/26/12	08/26/12	CBS Sunday Morning	9-1030a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----1				1	\$450.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WOIO	08/20/12-08/26/12	CBS Sunday Morning	9-1030a	-----Su	:30	\$450.00	NM		
Credited												
13	WOIO	08/23/12	08/23/12	Thur Hour 3	10-11p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$3,000.00			
14	WOIO	08/23/12	08/23/12	Thur Hour 2	9-10P		:30			NM	1	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	---1---				1	\$4,750.00			
15	WOIO	08/28/12	08/28/12	Tue Hour 1	8-9P		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-1-----				1	\$3,500.00			
16	WOIO	08/21/12	08/21/12	Tue Hour 2	9-10P		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-1-----				1	\$3,250.00			
17	WOIO	08/28/12	08/30/12	Let's Make A Deal	10-11a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				1	\$500.00			
18	WOIO	08/28/12	08/30/12	Action News at 11p	11-1135p		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				3	\$1,000.00			
19	WOIO	08/28/12	08/30/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				1	\$525.00			
20	WOIO	08/28/12	08/30/12	CBS Soaps	1230-2p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				1	\$600.00			
21	WOIO	08/28/12	08/30/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				1	\$475.00			
22	WOIO	08/28/12	08/30/12	The Nate Berkus Show	3-4p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				2	\$250.00			

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											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
23	WOIO	08/28/12	08/30/12	Action News at 6p	6-630p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				3	\$700.00			
24	WOIO	08/28/12	08/30/12	The Insider	7-730p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				1	\$500.00			
25	WOIO	08/28/12	08/30/12	Inside Edition	730-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				1	\$500.00			
26	WOIO	08/27/12	08/27/12	Let's Make A Deal	10-11a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-----				1	\$500.00			
27	WOIO	08/27/12	08/27/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-----				1	\$1,000.00			
28	WOIO	08/27/12	08/27/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-----				1	\$525.00			
29	WOIO	08/27/12	08/27/12	CBS Soaps	1230-2p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	M-----				1	\$600.00			
30	WOIO	08/27/12	08/27/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	M-----				1	\$475.00			
31	WOIO	08/28/12	08/29/12	Let's Make A Deal	10-11a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TW----				2	\$500.00			
E 32	WOIO	08/28/12	08/30/12	Price is Right	11a-12p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-TWT---				4	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	-TuWTh----	:30		\$525.00	NM		
	Credited											
	4	WOIO	08/27/12-09/02/12	Price is Right	11a-12p	-TuWTh----	:30		\$525.00	NM		
	Credited											
N 33	WOIO	08/26/12	08/26/12	Face the Nation	1030-1130a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				1	\$450.00			
N 34	WOIO	08/26/12	08/26/12	Sun Action News at 7a	7-9a		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----S				2	\$525.00			
Totals											56	\$45,450.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	28	\$26,000.00	\$22,100.00
08/27/12 - 08/30/12	28	\$19,450.00	\$16,532.50
Totals	56	\$45,450.00	\$38,632.50

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Signature: _____ Date: _____

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